



# Wild's

## Orientals

Largest Specialty Rug House in America

## Occidental Wisdom

There is a great deal of Oriental wisdom required in the making of a rug.

Without it, the rug weaver is a mere artisan, instead of being an artist.

Only one man—or two—in a Persian village are permitted to prepare the vegetable dyes.

These dye mixers are the patriarchs—the wise men—of the village, or of the tribe.

No one else is allowed to dabble in this vital matter of colors.

But many a mere artisan—weaver, working with “outlaw” dyes, is making rugs in Persia and Asia Minor which are coming to America.

So it requires as much Occidental wisdom to SELECT a good rug on this side, as Oriental wisdom to MAKE one on the other.

January is a rug-buying month during which much of this selecting is done. The extra earnings of the previous year are in hand. Dividends are being paid. Things to beautify the home are being purchased.

One man may have \$2,000 to put into a rug. Another may have \$75 or \$100.

But each has the same idea in purchasing rugs: to secure those which will reflect credit on his household.

The man who spends thousands **KNOWS FROM EXPERIENCE** that there are few shops in New York where representative examples of good Orientals may be found.

He knows that while every shop of pretensions will show Kermansha rugs, the selection of a good Kermansha, by the merchant himself, requires extreme care.

He knows that few shops can show **DESIRABLE** Kermanshas.

One Ispahan, or one Sarouk, or one Meshed, or one of a dozen different weaves, of a certain size, may be worth anywhere from \$300 to \$2,500.

How does the experienced man know where, between these two points, the true values lies?

He picks the shop, first, where he is certain they are **COMPETENT** to judge rugs—and, second, where a good name has been the foundation of the business.

HE SELECTS THE SHOP ENTITLED TO HIS CONFIDENCE BEFORE HE ATTEMPTS TO SELECT THE RUG.

The Wild establishment has more of this experienced trade than any other store in America.

Without the necessary Oriental wisdom to guide him, can the man who wants the \$75 or \$100 rug find any better Occidental wisdom to follow?

**JOSEPH WILD & CO.**  
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 NEW YORK